



PRESS RELEASE

For Immediate Release

PERKINS® RESTAURANT & BAKERY FREE PANCAKE DAY BENEFITING GIVE KIDS THE WORLD RETURNS

Fundraising event slated for Thursday, September 27, 2018

MEMPHIS, TENNESSEE (September 11, 2018) – In a continued show of support for Give Kids The World Village (GKTW), a nonprofit resort in Central Florida that creates magical memories for children with critical illnesses and their families, Perkins Restaurant & Bakery will once again be hosting its Free Pancake Day on Thursday, September 27, 2018, an occasion where guests can enjoy a free short stack of Perkins famous, made-from-scratch buttermilk pancakes at any participating location. All the company asks is that guests, in return, consider making a donation to GKTW. All money raised by Perkins on its Free Pancake Day will go directly towards the operation of the Village's Gingerbread House, a delightfully whimsical restaurant opened by Perkins Restaurant and Bakery in 1990, where more than 5.6 million meals have been served free of charge to Give Kids The World families.

Jim Frank, Chief Operating Officer of Perkins Restaurant & Bakery explains, "Thanks to the generosity of our employees, franchisees, vendors and guests, Perkins has raised over \$25 million dollars for Give Kids The World. We are proud to continue our support of this outstanding organization and look forward to holding yet another successful Free Pancake Day." Pam Landwirth, President and CEO of Give Kids The World Village summarizes, "Perkins has been among our most treasured partners for nearly 30 years. We are deeply grateful that they have embraced our mission and help us create the happiness that inspires hope."

About Perkins Restaurants & Bakeries:

Founded in 1958, Perkins system consists of 381 restaurants in 32 states and Canada. Perkins also operates the Gingerbread House Restaurant located at Give Kids The World Village, a 200-seat restaurant that provides meals, free of charge, to Give Kids The World children and their families every day. More information about Perkins can be found on www.perkinsrestaurants.com.

About Give Kids The World Village:

Give Kids The World Village is a nonprofit organization that exists to fulfill the wishes of all children with critical illnesses and their families from around the world. Since 1986, GKTW has welcomed more than 160,000 families from all 50 states and 76 countries. Families stay in a one-of-a-kind whimsical Village resort built for children, visiting Central Florida's theme parks and enjoying delicious meals and fun nightly entertainment. For more information about GKTW and its mission, visit GKTW.org.